/436 cont./

291 1 wore 1 Fancy boubou
+ 1 loincloth

/437/

4 women from 20 to 30 years old:

1 wore 1 voile boubou + 1 Fancy loincloth
1 -- 1 dress + 1 loincloth
2 -- 1 dress

4 young girls:

2 wore 1 taille-basse + loincloth
2 -- 1 dress

Corresponding to this evolution of style, there is an evolution in the choice patterns of printed materials and of the quality of these materials.

When it is a matter of a dress, one sees affirmed more and more the abandonment of large patterns of one or 1.20 X 1.20 meters, and, on the contrary, a choice of simple lines, of flowers, leaves, birds, heightened by a harmony of warm but not gaudy colors.

Similarly, the light cotton fabrics (Citec) are more and more in demand.

B. Method of the Tests.

121 1) General remarks.

"Among the objects that determine positive or negative feelings, one particular category consists of those about which it is said that they are 'beautiful' or 'ugly,' that is to say, of those that do or do not satisfy the aesthetic tendencies." (P. Jampolsky.)

We have asked ourselves, following Mr. Jampolsky, to what extent this "projection" can occasion the application of a personality test.

The apparatus utilized was only meant to furnish, by way of correction, a more complete method.

125 822 It included:

-- a sheet of straight, broken, and curved lines and of rough sketches of figures in black on white.

/437 cont./

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822

-- a sheet of simple figures in black on white.
-- 13 colors painted in gouache on cardboards.

Fifty-two women and young girls were subjected to this test. Since they have all been identified among the 4,772 individuals mentioned in the first part of this article, it seemed to us interesting to give here the results of this experiment as far as the color tests are concerned.

/438/ a) Table V

Ethnic Groups Represented by Age

Ages	Wolof (A)	Lebou (B)	Sérèr (C)	Mandjiak (D)	Toucoul. (E)	Peul + Foula (F)	Sarakhulé (G)	Malinké (H)	Sosé (I)	Mandingue (J)	Susu (K)	Totals
14 (1)	1										1	3
15 (2)	4				1				1	1	2	9
16 (3)	6			1				1			1	9
17 (4)	4	1										5
18 (5)								1			1	2
19 (6)	3				1		1					5
20 (7)	4				2							6
21 (8)	1										1	2
22 (9)	1				1							2
25 (12)	2											2
27 (14)	1											1
30 (17)			1		1							2
35 (22)	1											1
36 (23)						1						1
41 (28)								1				1
49 (36)								1				1
	28	1	1	1	6	2	1	4	1	1	6	52

b) Tests used:

/438 cont./

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Description.

Presented on cardboards of 7 centimeters by 9 centimeters, colored on one side with gouache.

C1 = violet, C2 = indigo, C3 = blue (royal)
C4 = green (Veronese), C5 = yellow (bright gold),
C6 = orange, C7 = red.
C8 = black, C9 = white
C10 = dead leaf, C11 = chocolate
C12 = yellow ochre, C13 = brick red.

/Table VI appears here on an unnumbered page./

/439/ Process

-- The first 7. Questions: a) which are the two colors that you prefer? b) which is the color that you like the least?

-- Add C8 + C9 to the first. The same two questions.

-- It is then asked that two colors be matched (the most beautiful combination possible). Take 1.

-- To the first 9 colors add: C10, C11, C12, C13. Same questions as above.

-- Make a new combination out of the 13 colors: Take 2.

-- With the elements of these 2 combinations make a final combination considered "the best."

It is obvious that this question is not asked when Take 1 = Take 2.

822 3) Results.

a) Simple choice. Rough balance color by color -- out of 52 individuals, each giving six replies in favor (+) and

/Between pp. 438 and 439./

●822 Table VI. Color Test Results by Ethnic Group and Ages

Colors	A1	F1	K1	A2	E2	I2	J2	K2	A3	D3	H3	K3	A4	B4	H5	K5	A6	E6
C1	1	1	1	4		2			5			1	3	0	1	2	4	2
C2	00	000	0	000				00	0000		000		0	1	0	00	1 000	
C3		3	1 0	3		2	1	3	5	1	2	1	3	1	1	0	1	1
C4	0		1	4	1	00	2		6 0			1	1	1			1 0	
C5	1		0	3 0	1		0		000	1		0	2 0000	0			1 00	1
C6				00000	00	0		3	0000000	1 0			1 000000	1			0	00
C7			1	1			2	2	2 00		2		3		3	2	1 0	0
C8	3			3 0	1		0		7	0	1	0	5	0			1	1
C9	1	2	1	1	1		1	0000	3	1		1	2	1	00		2	
C10				2	0	1		2	4	1		1	2		1		3	1
C11	1					1			2	0			1	1		1	1	
C12				00	1		0		0	1		0	0				0	
C13			1	4	1			2	2		1	1	1			1	2	
	9	9	9	36	9	9	9	18	54	9	9	9	36	9	9	9	27	9

Legend = C1, C2, ... C13 = colors as defined on p. 438 above. The capital letters = ethnic groups; the figures coupled with the capital letters = ages (cf. Table V).

/left half of Table VI/

/Between pp. 438 and 439./

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Table VI(cont.)

H5	K5	A6	E6	G6	A7	E7	A8	K8	A9	E9	A12	A14	C17	E17	A22	F23	H28	H36	Totals
1	2	4	2	1	4 0	1	3	1		1	3				0	1		0	+ 42 — 4
0	00	1 000		0	1 0000	000			000	1	000000	00		0	1		000	0	+ 5 — 49
1	0	1	1	1	5	2 0					1	2	3	1	3		3		+ 49 — 3
		1 0		0	1 0	4	1	1		0	3		3	0		00	2	1	+ 34 — 11
		1 00	1		3	0	000	000	3					1		0	1	1	+ 18 — 22
		0	00	1	000	1			2	00	2	0	000	0				1	+ 13 — 35
3	3	1 0	0		2 0	2		1				1		1	00	1			+ 27 — 7
		1	1	1	1			1		1	1	1		2	1	1		1	+ 32 — 5
00		2			2 00		1			1		1				1			+ 23 — 8
1		3	1	1	3	1	1	1		1	2				1	1		1	+ 31 — 1
	1	1		0	1					1				1	1			1	+ 13 — 2
		0		1		0												0	+ 3 — 9
	1	2			1	1		1	1			1				1			+ 22 — 0
9	9	27	9	9	36	18	9	9	9	9	18	9	9	9	9	9	9	9	+312 —156

1

/right half of Table VI/

1 [these four columns duplicate those found on p. 13 - ANALYST]

/439 cont./

822 three replies against (-), making a total of 312 + and 156 -, one obtains the following results:

Table VII

Blue	+	49	Indigo	-	49
Violet	+	42	Orange	-	35
Green	+	34	Yellow	-	22
Black	+	32	Green	-	11
Dead leaf	+	31	Yellow ocher	-	9
Red	+	27	White	-	8
White	+	23	Red	-	7
Brick red	+	22	Black	-	5
Yellow	+	18	Violet	-	4
Chocolate	+	13	Blue	-	3
Orange	+	13	Chocolate	-	2
Indigo	+	5	Dead leaf	-	1
Yellow ocher	+	3	Brick red	-	0

Taking into account the replies -- we are adopting the following classification (brick red is in 5th place):

/440/

Blue	+49-3 = 46 (1)	Indigo	-49+5 = -44
Violet	+42-4 = 38 (2)	Orange	-35+13 = -22
Dead leaf	+31-1 = 30 (3)	Yellow	-22+18 = -4
Black	+32-5 = 27 (4)	Yellow ochre	-9+3 = -6
Brick red	+22-0 = 22 (5)		
Green	+34-11 = 23 (6)		
Red	+27-7 = 20 (7)		
White	+23-8 = 15 (8)		
Chocolate	+13-2 = 11 (9)		

It should be noted:

-- the + choices shown (6 colors = 60.23%);

-- the concentration of the - choices (3 colors = 67.94%);

/440 cont./

822

-- a single color has no — (brick red);

-- 3 controversial colors: yellow, yellow ochre, and orange -- family of "coppers" --

Yellow ocher + 3 − 9 =
Yellow + 18 − 22 = } + 34 = 66
Orange + 13 − 35 =

-- the 3 shades of the family of maroons: dead leaf, chocolate, and red brick are relatively prized: all together + 31 + 13 + 22 = 66 (21.15%).

b) Simple choice. Replies in detail.

If one studies the replies in detail, one finds:

a) a single subject has concentrated her choice: + on 2 colors
b) 4 subjects have concentrated their choice: + on 3 —
11 — showed + on 4 —
17 — — + on 5 —
19 — — + on 6 —
c) 13 subjects have concentrated their — choice on 1 single color.

c) Replies in detail according to ethnic groups and ages:

The number of subjects is too small to permit one to draw serious conclusions. Only the Wolof group is represented by 28 persons, 53.8%, but divided into 11 ages; 6 Toucouleur into 5 ages, and 6 Susu into 5 ages.

The same is to be noted for the ages, of which those best represented, 15 years old (9 subjects) and 16 years old (9 subjects), are not the most significant.

The result shows more + choices even /441/ here. The same is true in the group 20 years old (6 subjects), 17 years old (5), 19 years old (5). The only Sérère woman 30 years old concentrated her + choice on two colors, green and blue, and her — choice on orange.

d) Complex choice (construction).

This is a matter of combinations that the subject is called upon to make. These combinations, selections of two colors, are made after the indication of + and −.

They are made = from among the first 9 colors.
from among these 9 + 4 = 13.

/441/

822 Results:

Blue and white	22
Violet and white.....	12
Black and white.....	12
Red and black	8
Red and white.....	6

It is necessary to note immediately the presence of white in 56 combinations, namely, 35.8% of the total.

According to ages, the proportions remain identical with those of the final table.

The same is true of the classification according to ethnic groups.

Out of 52 subjects, 9 have repeated 3 times the same combination of 2 colors, 26 have done it 2 times.

[291] Out of these 35 subjects (10 married women and 25 young girls), 25 wore clothes for display of which the dominant notes conformed to the preference expressed at the time of the test.

III. Perspectives.

291 "Color is a more emotional and primitive variable than form, [it] marks the peculiar and significant tendencies in each sex and develops from before adolescence." (P. Jampolsky.)

It would seem, then, more than the design of the motif and the cut of the garment, to be the essential cause of the variability of individual choice in the matter of fashion.

The 1,000 motifs or so (including the variants of the same pattern) put out last year on the Dakar market by the /442/ importers of printed fabrics have brought into play more than 60 different colors, which seems to confirm the preceding point of view.

121 How to determine the ecological and cultural influences in the matter of the individual choice of color with both an aesthetic and useful aim? This presupposes a preliminary definition and delimitation of this milieu, which is the object of a study in progress. /Figs. 1-3 appear here on unnumbered pages./